

The background of the entire image is a photograph of three business professionals in an office setting. A man in a dark suit is on the left, gesturing with his hands while speaking. A woman in a light-colored blouse is in the center, looking towards the man. Another man in a grey suit is on the right, smiling and looking at the woman. They are standing in front of a large window that looks out onto a city skyline. In the top left corner, there is a yellow rectangular box containing the Stanley Security logo. The text '2020 SAMMY AWARDS' is overlaid on the left side of the image in a large, white, sans-serif font. Below this, the text 'Best Overall Integrated Marketing Program' is also overlaid in a smaller, white, sans-serif font. A yellow triangular graphic element is located in the top right corner.

**STANLEY**  
Security

# 2020

## SAMMY AWARDS

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Best Overall Integrated Marketing Program





# Best Overall Integrated Marketing Program

At STANLEY Security, our customers are at the heart of everything we do; they're who we serve and who we aim to protect.

As such, we believe it's critically important to have a consumer-first marketing program, so we developed a strategic approach to communicating with consumers – starting with understanding who they are.

## Overall Central Marketing Theme Used Company-Wide **Engaging the Consumer by Serving the Consumer**

In early 2019, we conducted in-depth research and participated in several cross-functional workshops to:

- Better understand our customer segments
- Define our buyer personas
- Build out customer journey maps for each stage of the buying process
- Re-evaluate our solution architecture

This process enabled us to define, articulate and visualize STANLEY Security's value proposition through the lens of consumers.

As a result, STANLEY Security has shifted its focus away from traditional, interruption-based marketing in favor of a customer-centric approach that not only engages but serves consumers.

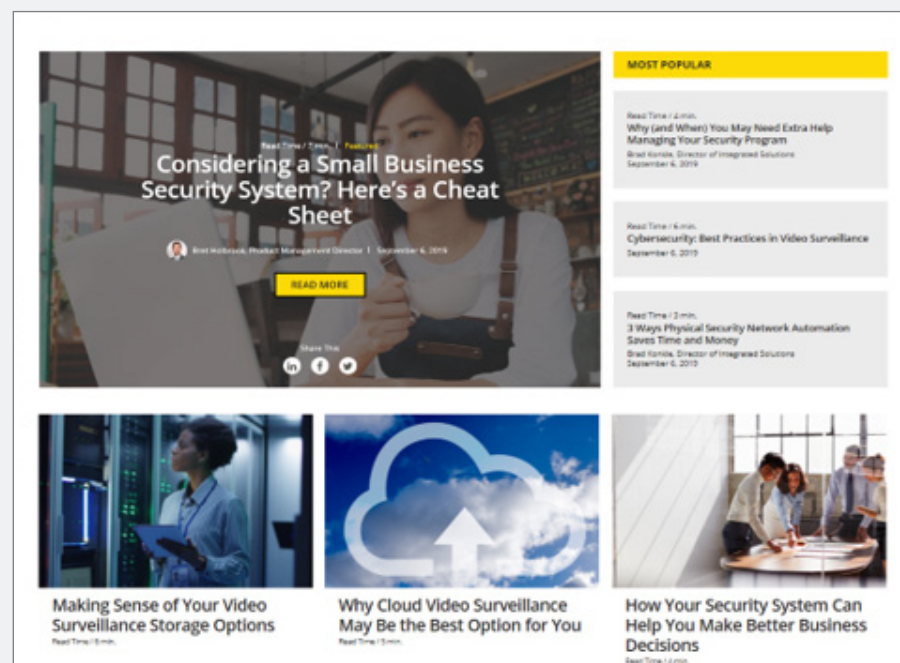
With a deeper understanding of consumers (and their business and security needs), we now have invaluable insights that guide all of our marketing efforts – from design and messaging to distribution channels and more. This allows us to create a personalized experience for each end user, which is imperative to serve consumers, increase STANLEY Security's brand awareness and position ourselves as industry leaders.





4,700+

DOWNLOADS



New STANLEY Security blog

## Appearance and Use of Color

In evaluating our business through the lens of consumers, we recognized an opportunity to rebuild the foundation of the STANLEY Security brand and make key updates to our brand guidelines to better resonate with consumers.

One clear change is our increased focus on imagery and white space, which makes our marketing materials easier to read and navigate.

The photographic style is clean, fresh and follows a color palette that complements the STANLEY Security brand and conveys our personality of being collaborative, proactive, approachable and inclusive while owning a sense of authority. Additionally, like security consumers, subjects in the imagery reflect a diverse mix, featuring individuals with different backgrounds.

Overall, we select imagery that shows a world where people, their stories and their environment take center stage, making our marketing materials more relatable to consumers.

## Unique Types of Marketing Materials

As part of the process for building our consumer-first marketing program, we developed the following internal materials to inform and guide our marketing efforts.

- ➔ **Buyer Personas:** As a business, we identified two common types of customers. By capturing these customers' needs and building out buyer personas, we're able to provide the organization with the necessary information to create and evolve better customer-centric products. This allows us to have more meaningful and impactful interactions with our customers and drive long-term competitive value.
- ➔ **Customer Journey Maps:** For each persona, we created a customer journey map. The customer journey map is structured across the key phases of a purchasing and post-purchasing journey. Based on this, we identified consumers' thoughts, feelings and needs across the journey. Next, we mapped out the brand touchpoints, messaging, content and calls-to-action (CTAs) to inform what customer touchpoint platforms are used, what content is required and what sales support is needed.

- ➔ **Solution Architecture:** As part of our shift toward a consumer-first marketing program, we saw the opportunity to differentiate ourselves by changing the way we structure our security solutions. The goal was to simplify our offerings and separate them according to business size. In 2020, we will have all materials reflect the work completed.

Using these internal documents and frameworks to guide our efforts, we began implementing our consumer-first marketing program through the following projects:

### New Content Marketing Strategy

Following our work to better understand consumers, we developed a content marketing strategy that's designed to educate and engage consumers based on their interests, preferences and goals. As part of this strategy, we developed and launched three new initiatives:

- ➔ **STANLEY Influencer Program:** We developed a program for subject matter experts in various roles across the organization to share their expertise, customer stories and best practices. From field sales team members to product and innovation leaders to training instructors – each member of the STANLEY Influencer Program brings a unique perspective that allows them to speak to certain challenges businesses face and the security solutions that have proven to be most effective in addressing those challenges.
- ➔ **STANLEY Security Blog:** In the second half of 2019, we launched the STANLEY Security blog to provide a new channel through which we can distribute valuable, relevant and consistent content that educates consumers, answers their security questions, establishes trust and loyalty and ultimately helps guide consumers down the purchase path.
- ➔ **2020 Industry Trends Report:** In December 2019, STANLEY Security published the first annual 2020 Industry Trends Report, the first of its kind to be published by an electronic security integrator. The report serves as an extension of our partnership with consumers by providing security professionals with free and easy access to expert insights and exclusive data that aims to help them prepare for the future.





### Transformed Tradeshow Strategy

With the shift to a consumer-first marketing program, STANLEY Security realized the opportunity to transform our event strategy and, with it, our tradeshow presence.

- **Transformation Process:** In January 2019, we began the Request for Proposal (RFP) process to find an exhibit house that could bring our updated brand and revamped marketing approach to life. This process would prove to be a challenging one, because we needed to utilize our new tradeshow booth at our largest conference of the year: ISC West. With only eight weeks to complete the RFP process, select an exhibit house, develop an improved strategy and build a new booth, we successfully met our deadline and showcased our efforts in Las Vegas in March 2019.
- **Booth Appearance:** We strategically redesigned our tradeshow booth to reflect our new branding, making it more visually appealing to consumers. The photographic style used throughout the booth is clean, fresh and follows a color palette that complements the STANLEY Security brand and conveys our personality of being collaborative, proactive, approachable and inclusive while owning a sense of authority. The booth showcases images of people, which visually supports our shift to a consumer-first marketing program.
- **The Results:** The opportunity to improve our tradeshow presence has proved successful, with key metrics showing nearly \$1 million in potential revenue from ISC West 2019, 10X in year-over-year pipeline opportunities from ISC West, alone, and 2,500+ new quality leads obtained from all events in 2019.





### Updated Website Design

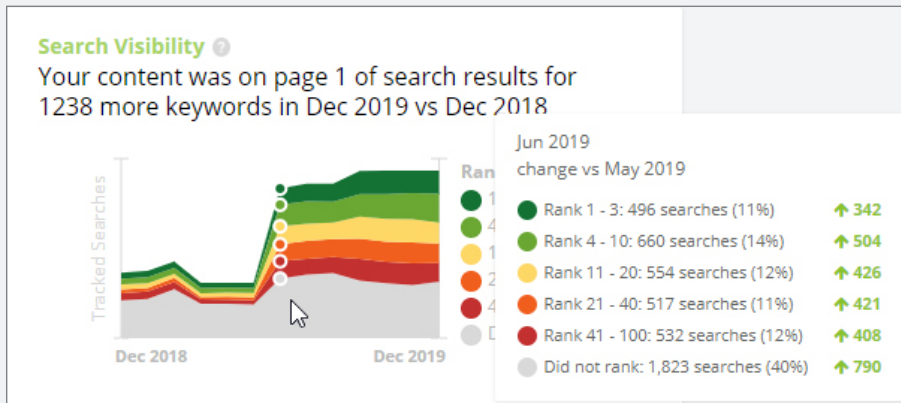
We transformed our website to bring clarity to the scope of the information we provide to consumers and to improve overall solution visibility. The update included key objectives to enhance the customer experience:

- ➔ **Enhance the User Experience:** Update current visuals with people at the center, layout and navigation to empower the user to find the right answers to their questions and enhance their overall experience with the STANLEY Security brand.
- ➔ **Clear the Conversion Pathway:** Provide an intuitive pathway to the call to action, making it easier for consumers to navigate our website and do business with us. Additionally, we implemented a new website chat feature, which provides consumers with a new way to engage with STANLEY Security and receive the support they need.
- ➔ **Develop Standardized Layout:** Create a standard page template that is both scalable and adaptable to the content needs of the consumer, webpage and website as a whole.
- ➔ **Improve Search Visibility:** Resolve errors on the backend to enable enhanced visibility on the website and improve search rankings.

68%103%

INCREASE IN TRAFFIC TO THE  
PRIMARY CONVERSION POINT

INCREASE IN LEAD  
GENERATION



Keyword rankings year-over-year

Commercial > Small Business > Login > Pay My Bill > Customer Service: 1.855.578.2653 Monitoring: 1.877.476.4968 Search

STANLEY Security Solutions Services About Us Resources Get Started

# Security for Your World

Securing what's important to you, whether you are a small business or a commercial organization

CHOOSE YOUR PATH

FEATURED INSIGHTS

2020 Industry Trends Report Reveals What's Next in Security

Read Time / 2 min | Featured

December 10, 2019

READ MORE

Read Time / 5 min

Is Your Access Control System Really Secure?

Brad Kordke, Director of Integrated Solutions

November 11, 2019

Read Time / 5 min

Who Needs a Seat at the Table When Talking About Security?

Jeremiah Johnson, Senior Sales Consultant

November 6, 2019

Read Time / 6 min

What Lunch with 2 Criminals Taught Me About Security

Cory Nydick, Regional Sales Manager

October 23, 2019

Comprehensive commercial security systems for intrusion detection, access control, video surveillance, fire detection and 24/7 monitoring

STANLEY Security provides a wide range of security systems and value-added services that can protect what's important to you, whether you have a single location or multiple locations around the world. With offices across North America, we are the leading national security system integrator serving the U.S. and Canada, with global security capabilities. Our highly skilled and trained technicians install security products from many leading security brands. We provide central monitoring and 24/7 emergency response services for our customers in the U.S. and Canada.

I'm here to help you get to where you need to go. What brought you here to check us out?

Celebrating Our Customers

At STANLEY, we celebrate our customers and share their stories. We are proud to partner with a wide variety of companies - from small businesses to large-scale national or global organizations - to provide comprehensive solutions for their unique security needs.

Check out the video to learn more about [Art to Remember](#), an Indianapolis, Indiana-based retail business.

Website after redesign

New chat feature

Featured customers



## The STANLEY Influencer Program

The STANLEY Influencer Program is an exclusive group of internal subject matter experts who contribute ideas, expertise and content to bolster the STANLEY Security brand, while building their own.

### Participating in the Program

As a STANLEY Influencer, here's what you'll do:

- Writing & Interviews**  
Brainstorm ideas, write content or lend your expertise in interviews with our content team. Expect to write or assist with at least one blog post per month.
- Quarterly Round-Tables**  
Participate in quarterly round-tables during which you can share your expertise on trends and opportunities in the industry and highlight customer success stories.
- Media Interviews & Speaking Engagements**  
You may be asked to participate in media interviews, contribute content to trade publications and/or speak at conferences or trade shows.

### What's In It For You?

- Exposure as an influencer within the organization and the security industry
- Swag and access to competitions to win great prizes
- Custom author bio for your use and distributed to media for interview opportunities
- Blog performance reports
- Dedicated Workplace group for collaborating with fellow influencers
- Instant fame\*

\*Individual results may vary.

### Interested?

We're looking for people who are reliable, passionate about their area of expertise, experienced in the industry and able to effectively communicate. Does this describe you? Apply to become a STANLEY Influencer or nominate a colleague today!

Apply

Nominate

bit.ly/influencer-apply      bit.ly/influencer-nominate

Membership periods are for one year. At the end of your term, the Marketing Team will either renew or cancel your membership, based on your participation. We do, however, recognize that roles and responsibilities change, and will work with you if you can no longer participate.

Rihanna Rationalist  
IT Director

Barry Believer  
Security Director

Influencer program overview

Customer personas

## Originality and Innovation

As technology continues to rapidly advance, the security industry has had to expand from providing traditional physical security to providing security that is smarter, more advanced and protects against new types of threats. As a result, we've seen security consumers evolve as well.

We're no longer just serving the traditional physical security professional; more and more, we're seeing information technology (IT) professionals garner decision-making power in this industry. As a result, our marketing efforts need to address both audiences, who have different wants, needs and priorities.

Through STANLEY Security's persona research, content marketing and event strategies, and enhanced digital presence, we have taken major steps to not only serve these audiences but transform the way we communicate with all consumers.

## Cost-Effectiveness and Value

By investing in better understanding consumers, using cost-effective digital marketing methods and strategically deploying marketing messages to our target audiences, we've achieved significant return on investment:

- ➔ **STANLEY Influencer Program:** 17 Influencers have written blog posts generating 12,000+ pageviews (5,500+ from new visitors), 2,200+ referrals and more than \$130,000 in potential revenue
- ➔ **2020 Industry Trends Report:** 144 form submissions, 4,777 downloads and 16 pieces of media coverage that garnered 970,910 potential impressions
- ➔ **Tradeshaw Results:** Nearly \$1 million in potential revenue from ISC West 2019, 10X in year-over-year pipeline opportunities at ISC West 2019 and 2,500+ new quality leads obtained from events in 2019
- ➔ **Organic Growth:** 30% rise in organic traffic and over 20% growth year-over-year in site traffic
- ➔ **Increased Lead Generation:** 67% increase in traffic to primary conversion page with a 103% increase in digital lead generation
- ➔ **Chat Integration:** Over 500 chats generating \$250,000+ in the pipeline in just over a month

## A guide to our brand

STANLEY® Security brand guidelines Version 1

New brand guidelines

## Company Representation Effectiveness and Appeal

Our shift to a consumer-first marketing program has transformed the culture at STANLEY Security. With organization-wide buy-in and support, we've been able to shift the way we communicate with consumers, delivering more value and creating a lasting impact.

This new approach has unified our messaging, improved our relationships with consumers, driven significant value to the business and created a stronger, more resilient brand.

### Big Data

More security consumers will seek ways to harness Big Data to drive efficiencies, solve business problems, increase commercial growth and improve customer satisfaction.

"With the rapid advancement of security, transaction and tracking capabilities, progressive businesses have recognized opportunities available to harness crucial data with the potential to revolutionize their customer experience. Consumers are increasingly relying on data to make decisions, and are expecting the same from their security providers. In the coming year, the importance of Big Data will grow in the industry, and more customers will seek data to drive business decisions."

Miss Neeruchwala, Innovator

### Market Insights: Global Survey Data

STANLEY Security asked security decision-makers in North America and Europe how likely they are to recommend their current security provider to a friend or colleague. This determines the Net Promoter Score (NPS), a metric used to capture consumer brand satisfaction and perception of a brand.

Country	Net Promoter Score by Country
GLOBAL AVERAGE	26%
CANADA	44%
UNITED STATES	40%
IRELAND	39%
FRANCE	38%
GERMANY	37%
NETHERLANDS	36%
NORWAY	35%
SWEDEN	34%
IRELAND	33%
UNITED KINGDOM	32%

Legend: PROMOTERS (Yellow), PASSIVES (Orange), DETRACTORS (Red)

2020 Industry Trends Report

Corey Nydick, Regional Sales Manager

January 8, 2020

### The Security Tip That Saved My Customer's Life

Read Time / 7 min.

I've spent the last 22+ years working in the electronic security industry and, during that time, I've made it my mission to educate customers on things they can do to not only protect their business, but also protect themselves.

It's important – and sometimes critical – to build relationships with customers and act as their partner in security, not just their salesman. As part of that philosophy, I always provide safety tips to my customers, beyond the expected advice of how to get the most out of their security system.

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Blog post



2020 SAMMY AWARDS  
ENTRY FORM

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**Years In Business:** 176

**Number of Employees:** 3,700

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